

6.1_A

Noun	Verb	Adjective	Marketing/Business meaning	Possible synonym

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Answers

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<u>cost</u> /kɒst/	cost /kɒst/	costly /'kɒstli/	(n) money needed to make a product	(n) expense, overhead
copy /'kɒpi/	<u>copy</u> /'kɒpi/	copied /'kɒpid/	(v) a competitor may make a similar product	(v) duplicate (can also be used as a noun or adjective)
<u>cycle</u> /'saɪkl/	cycle /'saɪkl/	cyclical /'saɪklɪkl/	(n) the life of a product from its beginning to its end	(n) lifespan
design /dɪ'zaɪn/	<u>design</u> /dɪ'zaɪn/	designed /dɪ'zaɪnd/	(v) to create a product	(v) develop
extension /ɪk'stenʃn/	<u>extend</u> /ɪk'stend/	extended /ɪk'stendɪd/ extensive /ɪk'stensɪv/	(v) to try to make sales of a product last longer	(v) prolong
launch /lɔːntʃ/	<u>launch</u> /lɔːntʃ/	launched /lɔːntʃt/	(v) to put a product on the market	(v) introduce
<u>margin</u> /'mɑːdʒɪn/	marginalize /'mɑːdʒɪnəlaɪz/	marginal /'mɑːdʒɪnl/	(n) money received for a product after expenses	(n) profit
maturity /mə'tʃʊərəti/	mature /mə'tʃʊə(r)/	<u>mature</u> /mə'tʃʊə(r)/	(adj) a mature market is where the product is well known and sales are good	(adj) established
<u>model</u> /'mɒdl/	model /'mɒdl/	modelled /'mɒdlɪd/	(n) a type of product (n) an example of a new product which can be tested	(n) version (n) prototype
position /pə'zɪʃn/	<u>position</u> /pə'zɪʃn/	positioned /pə'zɪʃnd/	(v) to decide what market segment a product is suitable for	(v) locate
saturation /,sætʃə'reɪʃn/	<u>saturate</u> /'sætʃəreɪt/	saturated /'sætʃəreɪtɪd/	(v) to reach a point in the cycle where there are too many competitors in the market	(v) oversupply
stable /'steɪbl/	stabilize /'sterbəlaɪz/	<u>stable</u> /'steɪbl/	(adj) numbers remain the same	(adj) level, flat
stage /steɪdʒ/	stage /steɪdʒ/	–	(n) the different sales periods through which a product goes	(n) phase
trial /'traɪəl/	<u>trial</u> /'traɪəl/	–	(v) the product is tried out to see if it works properly	(v) test
withdrawal /wɪð'drɔːəl/	<u>withdraw</u> /wɪð'drɔː/	withdrawn /wɪð'drɔːn/	(v) take a product off the market	(v) remove (from the market)